

**EAST Search History****EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	0	(HABERMAN near4SETH).in.	US_PGPUB; USPAT	ADJ	ON	2010/02/27 16:46
L2	13	(HABERMAN near4 SETH).in. and (segment and target\$4 with audience)	US_PGPUB; USPAT	ADJ	ON	2010/02/27 16:46
L3	1	(HABERMAN near4 SETH).in. and (segment and target\$4 with audience).clm.	US_PGPUB; USPAT	ADJ	ON	2010/02/27 16:46
S101	275	725/34.ccls. and (objects or products) same (ad or advertisement or commercial)	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 17:38
S102	54	725/34.ccls. and (objects or products) same (ad or advertisement or commercial) same (chang \$4 or replac\$ or substitut \$4)	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 17:38
S103	5	725/34.ccls. and (coke or coka or pepsi) same (ad or advertisement or commercial) same (chang \$4 or replac\$ or substitut \$4)	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 17:43
S104	1	10/859887.app.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 18:12
S105	16	WO 99/26415	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 18:13
S106	0	WO-99/26415-\$.D1.D.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 18:14
S107	0	WO-99/26415-\$..D1.D.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2010/02/26 18:14

S108	2	WO-9926415-\$_.DID.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2010/02/26 18:19
S109	2	"5491517".pn.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2010/02/26 18:42
S110	25	(coca-cola) and "725"/\$. cols.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2010/02/26 18:45
S111	14	"5,543,856".pn. or "5,627,915".pn. or "5,808,695".pn. or "5,892,554".pn. or "5,593,076".pn. or "6,100,925".pn. or "6,184,937".pn.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2010/02/26 18:49
S112	7	"5543856".pn. or "5627915".pn. or "5808695".pn. or "5892554".pn. or "5593076".pn. or "6100925".pn. or "6184937".pn.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 18:50
S113	0	("2007/0079326").URPN.	USPAT	ADJ	ON	2010/02/26 18:54
S114	1	"20030103644" or "6712702".pn.	USPAT	ADJ	ON	2010/02/26 18:55
S115	3	"20030103644" or "6712702".pn.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 18:56
S116	1	"6954728".pn.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 18:57
S117	1	"20060167747"	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 19:00
S118	5	("20010034661"   "5287268"   "6023270"   "6036601"   "6329994"). PN.	US_PGPUB; USPAT; USOCR	ADJ	ON	2010/02/26 19:08

S119	8	("6954728").URPN.	USPAT	ADJ	ON	2010/02/26 19:09
S120	1	"6954728".pn. and (TV or television)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 19:12
S121	256	(product with placement) and "725"/\$.cols.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 19:15
S122	0	(product with (re near3 placement)) and "725"/\$.cols.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 19:15
S123	49	(product with (replacement)) and "725"/\$.cols.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	ADJ	ON	2010/02/26 19:15
S124	4	("5758257"   "6357042"   "6553178"   "6684194").PN.	US-PGPUB; USPAT; USOCR	ADJ	ON	2010/02/26 19:24
S125	0	("7334249").URPN.	USPAT	ADJ	ON	2010/02/26 19:26

2/ 27/ 2010 4:47:59 PM

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